

Claims

Having thus described the invention, what is claimed as new and desired to be secured by Letters Patent is:

1. A handle cover for a cart having a handle, said handle cover comprising:
a generally tubular, hollow handle cover having curved ends and a longitudinal slit
extending the length of the handle cover, said handle cover adapted to fit around
the handle of a cart,
indicia printed on or attached to an outside surface of said handle cover, said indicia
including commercial advertising or other promotional material, and
said handle cover adapted to be nested with a plurality of said handle covers for storage
and distribution.
2. The handle cover as set forth in claim 1 wherein said handle cover is
made of cardboard.
3. The handle cover as set forth in claim 1 wherein said handle cover is
made of a heavy paper.
4. The handle cover as set forth in claim 1 wherein said indicia includes at
least two advertisements.
5. The handle as claimed in claim 1 wherein said indicia includes at least
two coupons.
6. The handle cover as claimed in claim 1 further comprising a padding
material secured to an inside surface of said handle cover.

7. A point of sale dispenser for dispensing handle covers for use with carts having a handle, said point of sale dispenser comprising:

a container having a plurality of cavities, each of said cavities adapted to receive at least one handle cover, said container having at least three sides, and at least one of said sides of said container having indicia for identifying said handle covers.

8. The point of sale dispenser as set forth in claim 7 wherein each of said cavities is adapted to receive and dispense a plurality of nested handle covers.

9. The point of sale dispenser as set forth in claim 7 wherein said dispenser is cardboard.

10. The point of sale dispenser as set forth in claim 7 wherein said dispenser is free standing.

11. The point of sale dispenser as set forth in claim 7 wherein said dispenser is attached to a wall or other structure for support.

12. A retail merchandising method for promoting goods and/or services and covering shopping cart handles at a retail business with a public entrance and shopping carts located in proximity thereto, which comprises steps of:

providing a point of sale dispenser with four sides, a closed bottom, an open top and an interior open at said top;

providing said dispenser with multiple dividers positioned within said dispenser interior and forming a divider grid therein comprising multiple rows and columns of individual, vertically-oriented receivers each extending vertically from said dispenser bottom to said dispenser top and being open thereat;

promoting goods and/or services available at said retail business with said dispenser by providing promotional indicia on at least one of said dispenser sides;

providing a plurality of handle covers each having a generally tubular configuration with curved opposite ends, a passage extending longitudinally between and open at said ends and a slot extending longitudinally between and open at said ends with said passage being open at said slot;

fabricating said handle covers from disposable, recyclable paper or cardboard stock;

applying to said handle covers multiple coupons corresponding to goods and/or services currently available for sale at said retail business pursuant to a discounted sale or promotion of same;

nesting multiple covers into multiple cover stacks by inserting respective cover ends
into adjacent cover passages;

placing said cover stacks in said dispenser receivers with said covers extending
upwardly above said stack upper end;

installing said dispenser with said cover stacks placed therein in proximity to an
entrance to said retail business whereat shopping carts are available to the
customers;

extracting said handle covers from said nested stacks of same and from said dispenser;

placing a first end of a respective handle cover over a shopping cart handle whereby
said slot expands adjacent to said one end;

receiving a part of said shopping cart handle in a part of said passage adjacent to said
one end thereof;

pressing said handle cover onto said shopping cart handle by expanding said slot and
passing said shopping cart handle therethrough into said passage;

conducting a retail transaction at said retail business utilizing at least one of said
coupons;

disposing said handle covers; and

recycling said handle covers.

13. The method according claim 12, which includes additional step of printing said coupons on said cover in a partially-circling relationship.

14. The method according to claim 12, which includes the additional steps of printing said coupons separately and releasably adhering same to said cover, peeling said coupons from said cover and using same in connection with a retail transaction.